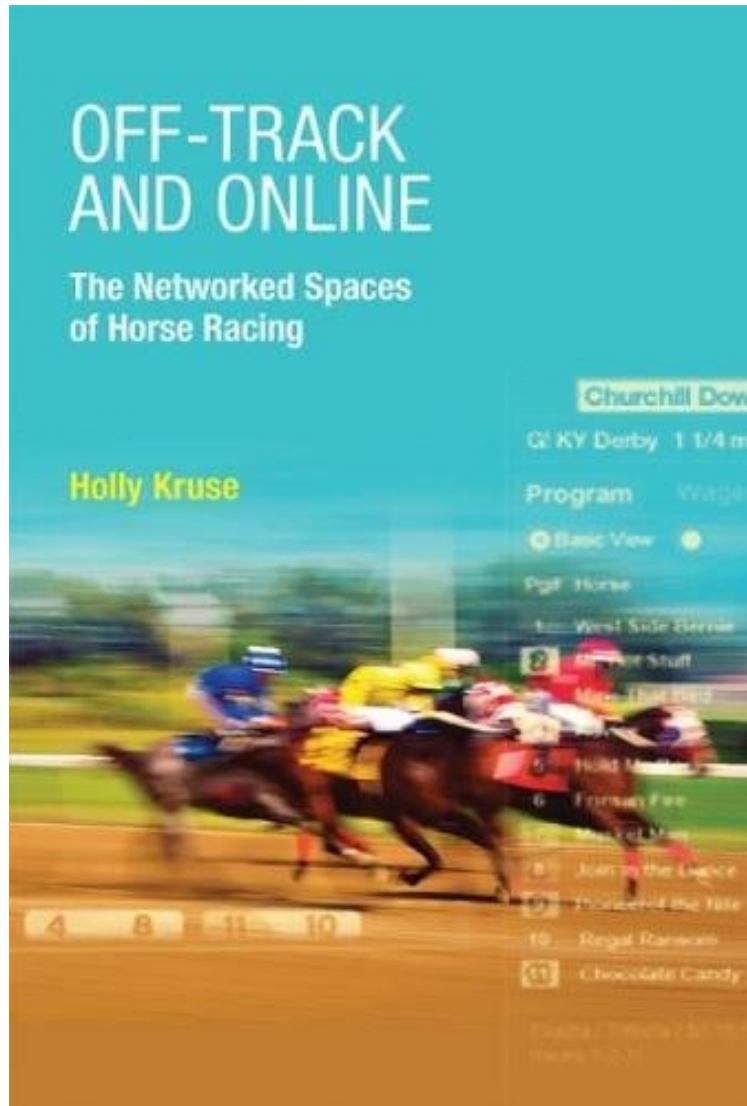


(Get free) Off-Track and Online: The Networked Spaces of Horse Racing (MIT Press)

Off-Track and Online: The Networked Spaces of Horse Racing (MIT Press)

Holly Kruse

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Holly Kruse : Off-Track and Online: The Networked Spaces of Horse Racing (MIT Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Off-Track and Online: The Networked Spaces of Horse Racing (MIT Press):

0 of 0 people found the following review helpful. The sport of kings, the sport of connectionsBy NJDerekHorse racing may never be the "Sport of Kings" as it once was, but throughout history has always remained a tight community. Holly Kruse is the first to look at racing - not from the handicapping or breeding perspective - but from the

connectivity between fan, horse, track, technology and social interaction. *Off-Track and Online: The Networked Spaces of Horse Racing* (MIT Press) The racing community is often known for keeping their eyes looking down. At programs, data models, winning or even losing waging tickets on the ground, and even establishing national uniform policies. But Holly Kruse does not force you to look at the racing community through any biased lens. She explains the complex web of horse racing interactions in online and physical spaces and how the sport has quietly innovated and evolved its communication channels, while struggling to remain relevant in the sports and entertainment landscape. It's a fascinating perspective that is equally relevant to lifelong horseplayers and first time Kentucky Derby partygoers alike. 0 of 0 people found the following review helpful. Five Stars By A. Frazier Thoughtfully and knowledgeably written; very enjoyable.

How horse racing's pioneering use of communication and information networks helped shape the modern media, information, and leisure environment. The horse racing industry has been a pioneer in interactive media, information networks, and their deployment. The race track and the off-track betting parlor offer interactive media environments that reconfigure the relationships among private and public space and presence and copresence. In this book, Holly Kruse explores how horse racing has used media over the last several decades, arguing that examining the history and context of horse racing and gambling gives us a clearer understanding of the development of data networks, media complexes, public entertainment, and media publics. Kruse describes an enormous industry that depends on global information and communication flows made possible by a network linking racetracks, homes, off-track betting, farms, and auction sites. Racetrack architecture now allows for the presence of screens, most showing races from other locations. Online betting sites enable bettors to wager from home. Off-track betting facilities collect wagers on races from all over the country. Odds are set interactively through the pari-mutuel market system. Kruse considers the uses of public space, and its redefinition by public screens; the effect of interactive media on the racing industry, including networked, in-home betting; the "technopanic" over online poker and the popularity of in-home pari-mutuel wagering; and the use of social media by racing fans to share information and creative work with no financial payoff.

The seemingly low-tech world of horse racing, we learn in this fascinating book, has long served as a test bed -- and, sometimes, a hotbed -- for innovations in communication and information technology. Moving from Victorian racetracks to off-track betting shops, contemporary 'racinos,' and the living rooms of online gamblers, Kruse approaches each site as an experiment with the new media of the day -- from the telegraph to the telephone, mechanical 'totalizers' to computerized wagering software, simulcast screens to at-home interactive television. *Off-Track and Online* offers a novel and timely vantage on the ways in which digital media are reorganizing public and private life today. (Natasha Dow Schill, author of *Addiction by Design: Machine Gambling in Las Vegas*) This carefully researched study explores how horse racing has adapted to new media technologies, placing its recent evolution into a rich historical context. Kruse is to be applauded for giving racing the attention it deserves as it transitions to the social media age and for providing valuable insights to those interested in gambling, media, and technology. (David G. Schwartz, Director, Center for Gaming Research, University of Nevada, Las Vegas; author of *Roll the Bones: The History of Gambling*) [T]his book is a unique examination of the horse racing industry and its place at the forefront of networked communication. Kruse's description of horse racing culture convincingly positions gamblers as an influential group in a networked society. (Ethan Tussey *Media Industries Journal*) About the Author Holly Kruse is Associate Professor in the Department of Communications at Rogers State University in Oklahoma.